

WHAT IS CLAIMED IS:

1 1. A method of generating a frame prototype image showing a picture image
2 framed within a frame, the method comprising:

3 providing a frame image showing the frame in a perspective view, the frame image
4 having a picture portion corresponding to the portion of the frame used to view a picture
5 mounted in the frame; and

6 mapping the picture image to the picture portion of the frame image in order to
7 generate the frame prototype image.

1 2. The method of claim 1, further comprising identifying a picture portion of the
2 frame image.

1 3. The method of claim 2, wherein identifying the picture portion of the frame
2 image includes providing a mat identifying the picture portion of the frame image.

1 4. The method of claim 3, wherein the mat includes a plurality of pixels, each
2 pixel having a pixel value.

1 5. The method of claim 4, wherein identifying the picture portion of the frame
2 image includes setting each pixel in the mat that corresponds to the picture portion of the
3 frame image to a first pixel value.

1 6. The method of claim 2, wherein identifying the picture portion of the frame
2 image includes identifying the outer perimeter of the picture portion of the frame image.

1 7. The method of claim 1, wherein the picture portion of the frame image has a
2 quadrilateral shape and the method further includes identifying the picture portion of the
3 frame image including identifying the four corners of the picture portion.

1 8. The method of claim 1, further comprising displaying the frame prototype
2 image.

1 9. The method of claim 1, wherein mapping the picture image to the picture
2 portion of the frame image includes texture mapping the picture image to the picture portion
3 of the frame image.

1 10. The method of claim 1, wherein the mapping the picture image to the picture
2 portion of the frame image includes mapping the picture image to the picture portion of the
3 frame image using the illumination of the picture portion of the frame image.

1 11. The method of claim 1, wherein the frame image is captured using a digital
2 camera.

1 12. A computer program product tangibly embodied in a computer-readable
2 medium, for generating a frame prototype image showing a picture image framed within a
3 frame, comprising instructions operable to cause a computer to:

4 receive the picture image;

5 store a frame image showing the frame in a perspective view and a mat identifying
6 the picture portion of the frame image; and

7 map the picture image to the picture portion of the frame image in order to generate
8 the frame prototype image.

1 13. The computer program product of claim 12 further comprising instructions
2 operable to cause the computer to generate the map.

1 14. The computer program product of claim 13 further comprising instructions
2 operable to cause the computer to generate the map by identifying the picture portion of the
3 frame image.

1 15. The computer program product of claim 12 further comprising instructions
2 operable to cause the computer to identify the picture portion of the frame image by
3 identifying the outer perimeter of the picture portion of the frame image.

1 16. A system for generating a frame prototype image showing a picture image
2 framed within a frame, the system comprising:

3 a client computer in communication with a computer network;

4 a server, in communication with a computer network, having server software
5 embodied in a computer-readable medium, the server software comprising instructions
6 operable to cause the server to:

7 receive the picture image from the client computer;

8 store a frame image showing the frame in a perspective view and a mat
9 identifying the picture portion of the frame image; and

10 map the picture image to the picture portion of the frame image in order to
11 generate the frame prototype image;

12 wherein the client computer includes client software embodied in a computer-
13 readable medium, the client software comprising instructions operable to cause the client
14 computer to upload the picture image to the server.

1 17. A method of generating a visual representation of an image based product, the
2 method comprising:

3 providing an image to be included in the image based product;
4 providing a perspective image showing the image based product in a perspective
5 view, the perspective image having a picture portion corresponding to the portion of the
6 image based product used to view a picture mounted on the image based product; and
7 mapping the image to the picture portion of the perspective image in order to generate
8 the perspective prototype image

18. The method of claim 17 wherein the image based product is a framed picture.

19. The method of claim 17 wherein the image based product is a
photocard.

20. The method of claim 17 wherein the image based product is a photo
greeting card.

21. The method of claim 20 wherein the method includes displaying the
perspective image in an environment that provides a context for viewing the image based
product.